

# Build Your Own Content Factory

WACVB 2014

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@tess\_mcbreezy

Kat Reese  
@kat\_pdx





**Kat Reese**

Account Director

**@Kat\_PDX**

Hardcore photographer



**Tess McBride**

Senior Strategist

**@Tess\_McBreezy**

Hardcore Oregon Ducks fan

# OVERVIEW

Why build a factory?

What are you manufacturing?

How are you making it?

Up and running

Blueprints

# WHY BUILD A FACTORY?





Image Credit: Flickr Creative Commons



# Sorting



Image Credit: Flickr CIMMYT





Flickr Image credit: Billy Lam



# Fridge vs. Museum

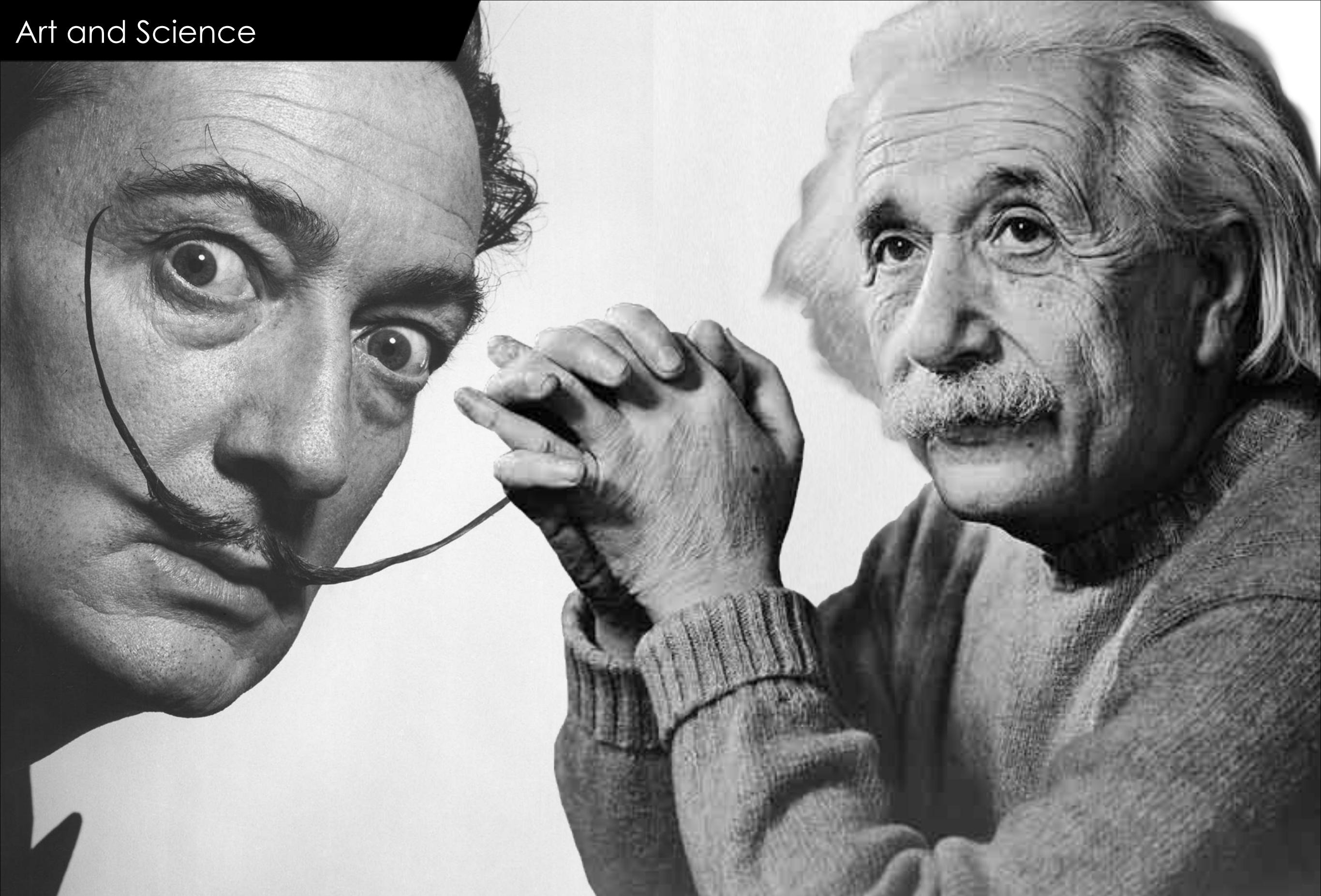


Flickr Image credit: Brian Auer



Flickr Image credit: MTSOfan









# EX: NIGHTLIFE

Flickr Image credit: Flip Roefs





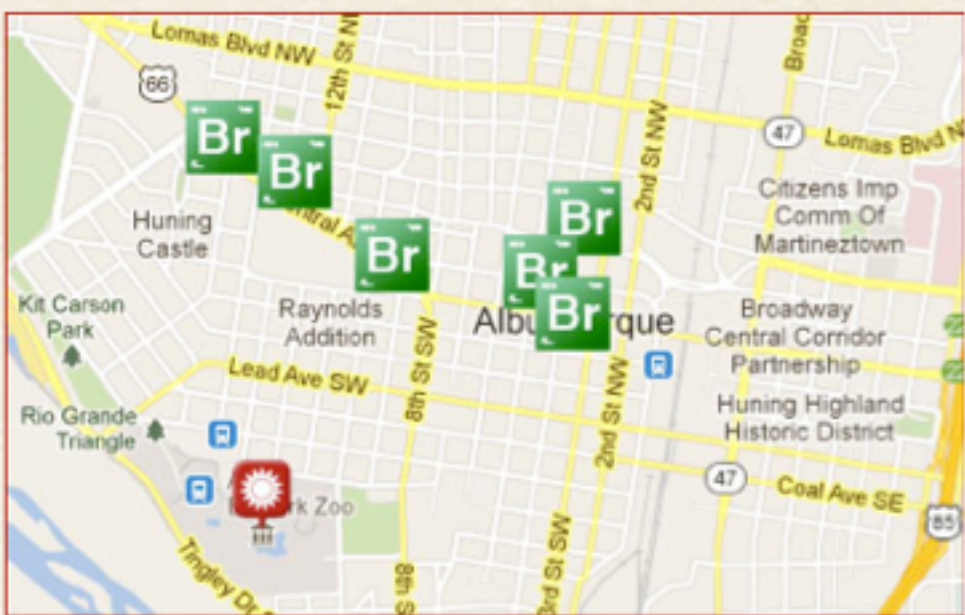
What is it about your destination or brand that makes you unique?



Breaking Bad in Albuquerque



Ways to explore *Breaking Bad* locations



What the actors say about Albuquerque

Breaking Bad-Inspired Hotel Packages



Area hotels have put together creative packages for show enthusiasts to soak up every minute of their time in Breaking Bad's hometown. [Breaking Bad-Inspired Hotel Packages](#)

Breaking Bad Inspired Products



Bathing Bad

Albuquerque's [Great Face & Body](#) has created a line of bath products called [Bathing Bad](#) along with a spice line coined after Los Pollos Hermanos from the show. They have also introduced a [Breaking Bad Cooking Class](#) where you leave with your own bag of candy and a bag of Bathing Bad Bath Salts.

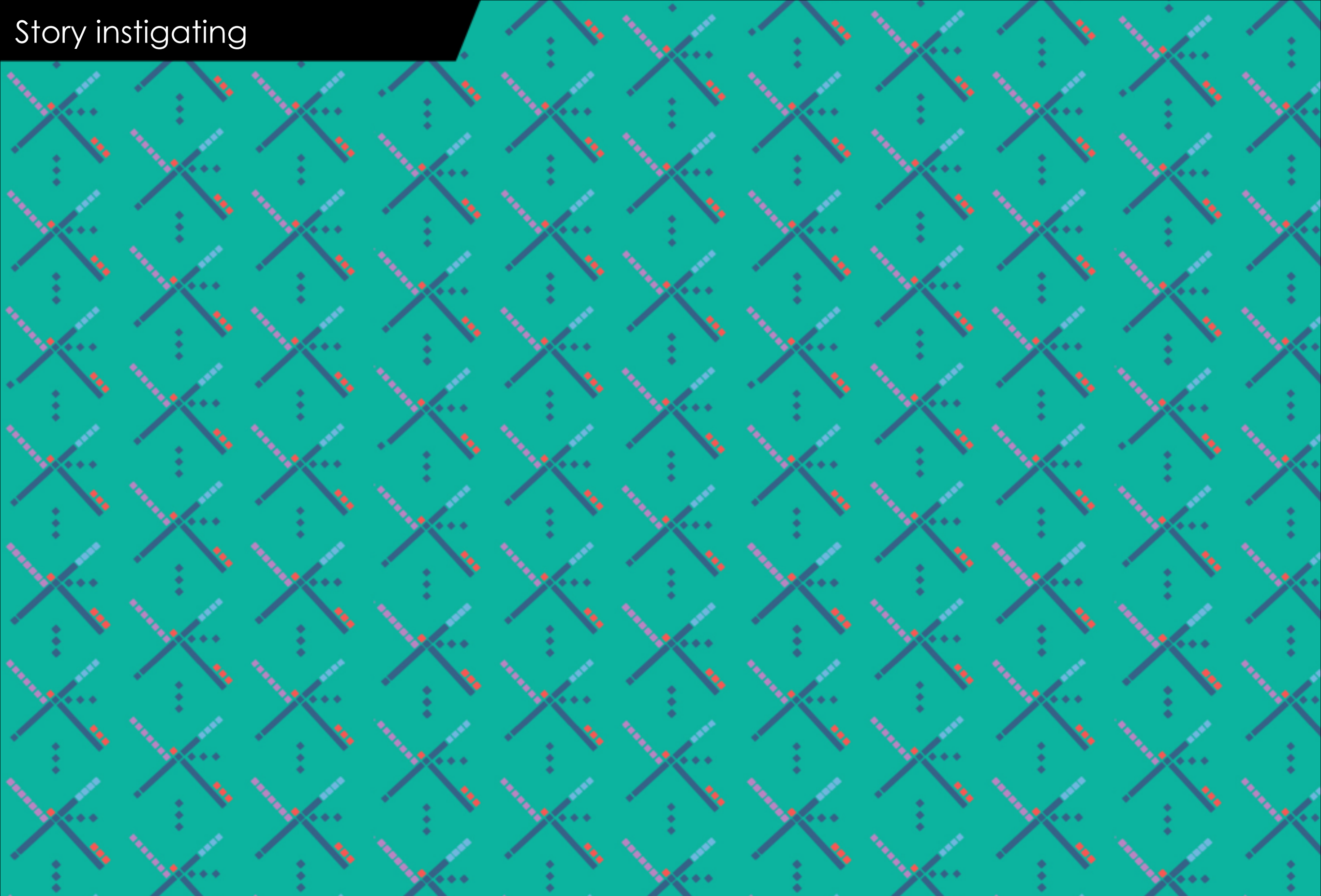


Breaking Bad Rock Candy

[The Candy Lady](#) in Old Town Albuquerque offers blue ice candy for \$1 per bag. [Find out more.](#)









Story instigating





**The Carpet at Portland Airport**  
December 6, 2013

Couldn't have said it better myself! Sent in by one of you =]




Like · Comment · Share

1,020

23

96



**pdxcarpet**  
@pdxcarpet  
I'm the hideous beauty under your traveling pants.  
Pdx

TWEETS  
126







FOLLOWING  
0


FOLLOWERS  
362

Follow


Followed by Nova Newcomer, Lisa McMahan, Tess McBride and 3 others.

Photos and videos



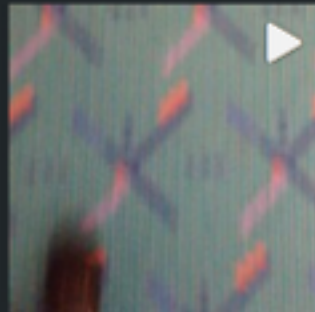
 **pdxcarpet** 3271 medias

wendymayhugh




2 0

xokalex




26 6

sara\_bo\_baras88




20 8

beachesrestaurant




8 0

shacan15




6 1

jessicalynnisme




16 1

adamhouse



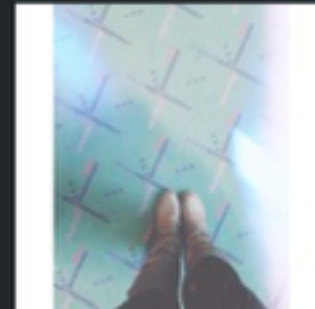
21 6

martinottim




6 6

heidistclair




79 2

sarahdisgraced




14 3

iputthacityonmyb...



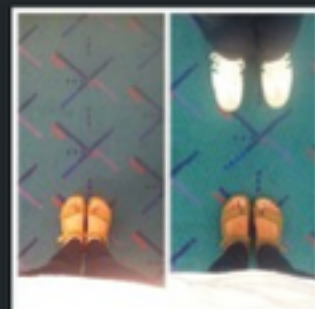
134 1

bwin014




32 0

melanielygraham




13 0

hechoenpdx



20 3

jojodp



18 2





This is what I mean about the dedication and enthusiasm of **#Portland** devotees. Impressive! [@pdxcarpet](#) [#pdxcarpet](#) [#pdx](#). Photo by e\_meowkin



# WHAT ARE YOU MANUFACTURING?

# What are the pieces?

Client Approval

Community Manager

Copy

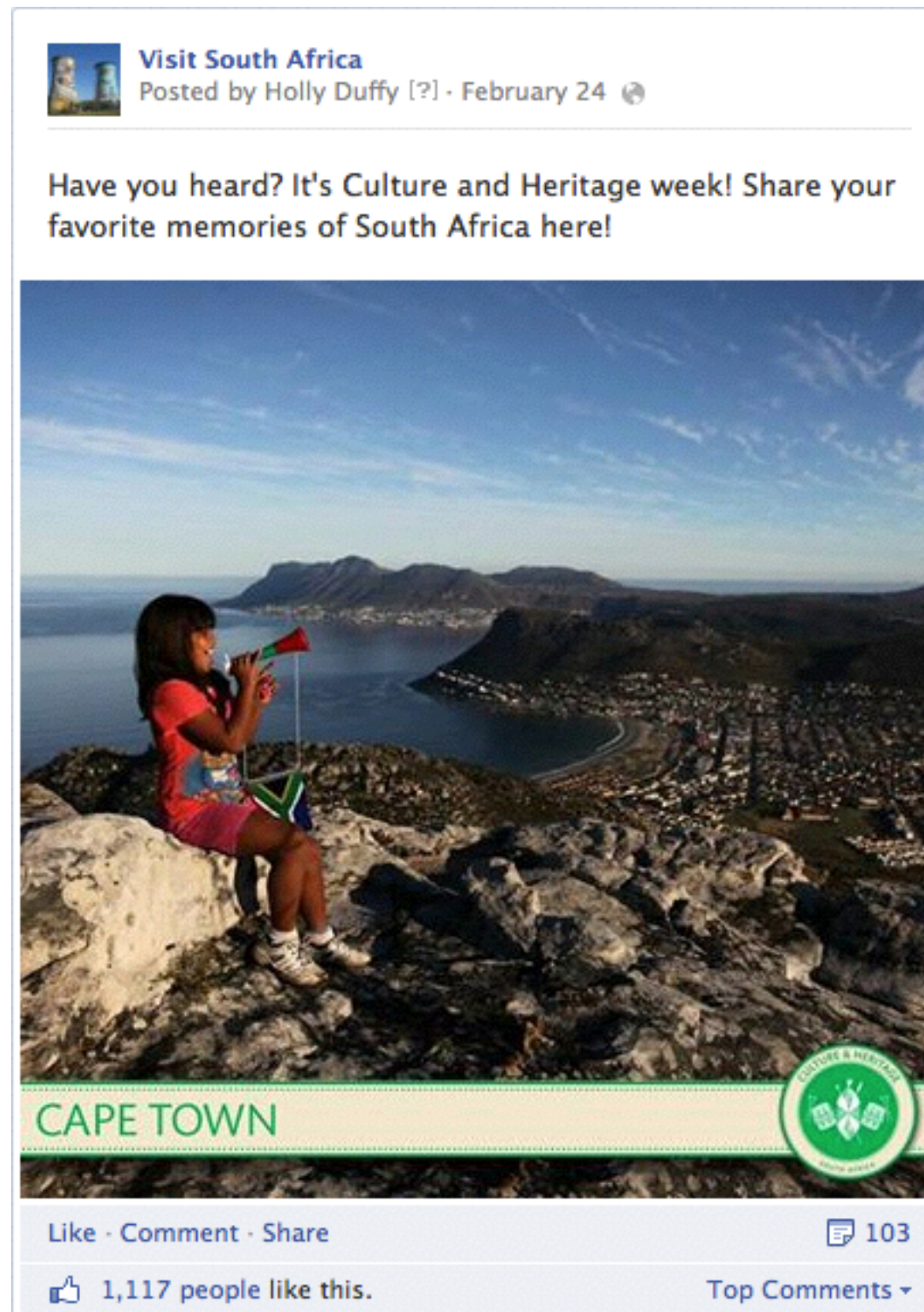
Photo Sourcing Strategy

Social Brand Guides

Defined Themes

Community Standards

## Publishing Day and Time





# STEP 1: THE COPY

# Plan a Content Calendar

- 1 Plan post dates, themes and goals
- 2 Proofread copy
- 3 Include links
- 4 Multiple Channels, One Document

Sparkloft Content Calendar

File Edit View Insert Format Data Tools Help All changes saved in Drive

fx

	A	B	C	D
1	Date	Theme	Tweet (under 140)	Link
2	1/16/2014	Meetings	RT @JoyLinDMAI: Are you cutting contact with over 71% of #meetingprofs by not being social? buff.ly/1exxehY #DMAI	<a href="http://www.destination-why-you-cant-miss-boat-social?utm_content=buffer">http://www.destination-why-you-cant-miss-boat-social?utm_content=buffer</a>
3	1/17/2014	Tourism	RT @meetDMAI: Martin Stoll of @sparkloft talks Experience Design and the importance of making your destination shareable	<a href="http://www.destination-design-make-your-destination-shareable#sthash.7">http://www.destination-design-make-your-destination-shareable#sthash.7</a>
4	1/18/2013	Social	Nice infographic on LinkedIn B2B numbers:	<a href="http://www.toprankb-social-media-experts/">http://www.toprankb-social-media-experts/</a>
5	1/19/2014	Event	How to Use Social Media to Promote an Event	<a href="http://www.socialme-an-event-with-social-media">http://www.socialme-an-event-with-social-media</a>
6	1/20/2014	Anchorage	Speaking to the wonderful people of @VisitAnchorage!	<a href="http://www.a">http://www.a</a>
7				
8				
9			: scheduled/sent	
10				

+

≡

Twitter

Facebook

LinkedIn

Pinterest

Instagram



# Which is better: Shares



New Zealand 100% Pure  
November 27, 2013

Once again, New Zealand tops the world charts winning the Telegraph Travel Award for 2013. See what they had to say about us: <http://bit.ly/1a5Cymo>



New Zealand 100% Pure  
December 12, 2013

If you have been to New Zealand before, what would you advise other travelers to see or do? Tell us your #NZmustdo in the comments below!





# Which is better: Shares



New Zealand 100% Pure  
November 27, 2013

Once again, New Zealand tops the world charts winning the Telegraph Travel Award for 2013. See what they had to say about us: <http://bit.ly/1a5Cymo>



1,595



New Zealand 100% Pure  
December 12, 2013

If you have been to New Zealand before, what would you advise other travelers to see or do? Tell us your #NZmustdo in the comments below!



290



# Which is better: Retweets



**K 74** TravelOregon @TravelOregon · Feb 3  
Taking in Oregon's stunning beauty on a winter hike with @1859Oregon:  
[budurl.com/mgjf](http://budurl.com/mgjf) [pic.twitter.com/fSgt4Lr4Ss](http://pic.twitter.com/fSgt4Lr4Ss)



**K 74** TravelOregon @TravelOregon · Feb 14  
Happy Birthday, Oregon. You're our one true love.  
[pic.twitter.com/SBO2Y2VFxh](http://pic.twitter.com/SBO2Y2VFxh)





# Which is better: Retweets



**K 74** TravelOregon @TravelOregon · Feb 3  
Taking in Oregon's stunning beauty on a winter hike with @1859Oregon:  
[budurl.com/mgjf](http://budurl.com/mgjf) [pic.twitter.com/fSgt4Lr4Ss](http://pic.twitter.com/fSgt4Lr4Ss)



17



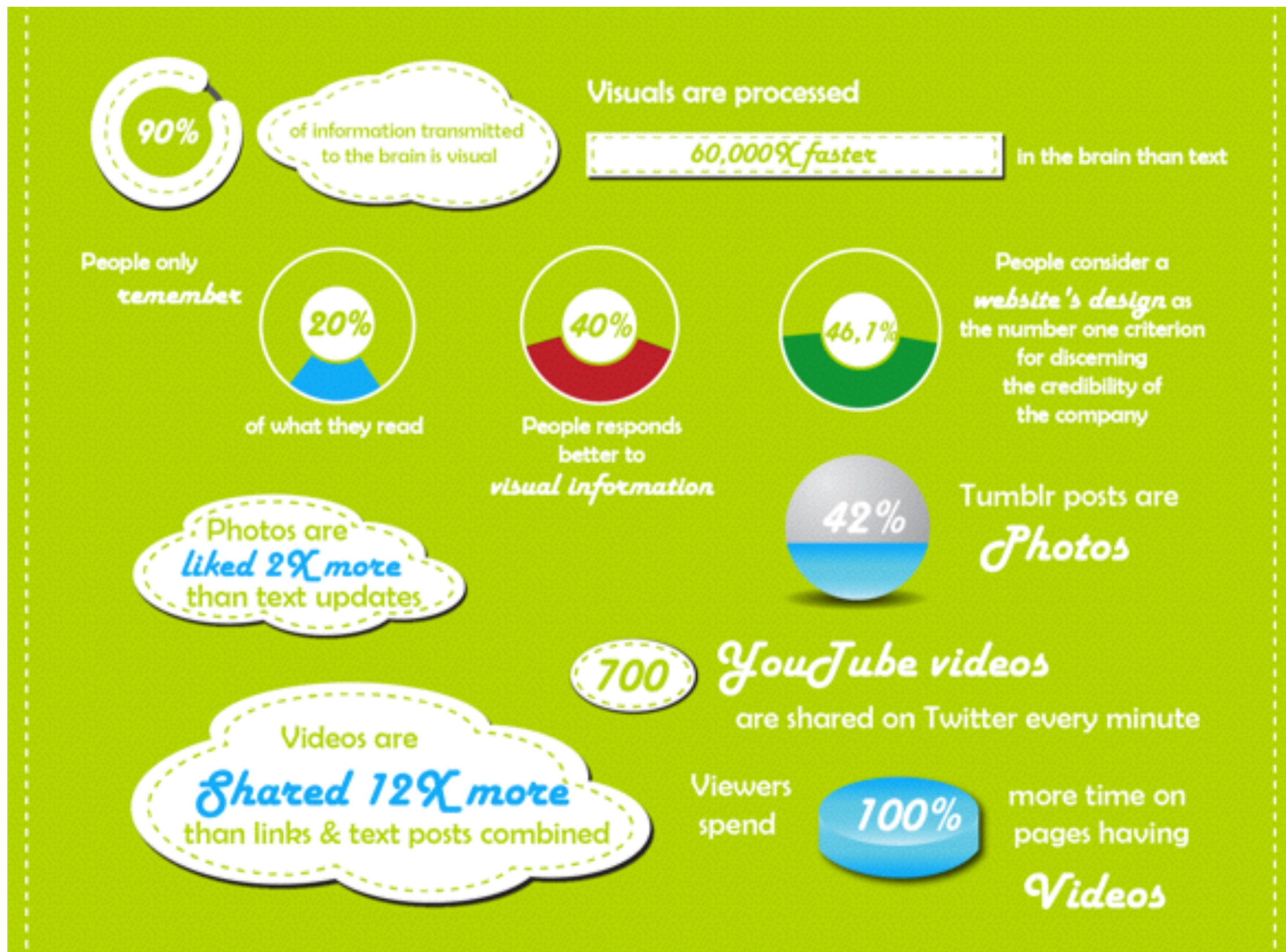
**K 74** TravelOregon @TravelOregon · Feb 14  
Happy Birthday, Oregon. You're our one true love.  
[pic.twitter.com/SBO2Y2VFxh](http://pic.twitter.com/SBO2Y2VFxh)



141

# STEP 2: THE VISUALS





Source: B2B Infographics



## BEYOND PORTLAND



COLUMBIA RIVER GORGE

*35 minutes from downtown Portland*



WINE COUNTRY

*35 minutes from downtown Portland*



MOUNT HOOD

*75 minutes from downtown Portland*



OREGON COAST

*90 minutes from downtown Portland*



NEARBY ATTRACTIONS



NEARBY TOWNS

NEIGHBORHOODS + REGIONS »



# Which is better: Shares





# Which is better: Shares



Like · Comment · Share

👍 550 people like this.

15



Like · Comment · Share

👍 1,311 people like this.

💬 View 10 more comments

103




# Which is better: Likes





# Which is better: Likes



Like · Comment · Share

981 people like this.

Write a comment...

Oliver Olson That wall back there was the Elwha Dam? and it's gone now?  
Like · Reply · March 6 at 8:00pm


Patagonia replied · 2 Replies

Ara C. Camargo James Holmes  
Like · Reply · March 6 at 1:55pm

View 5 more comments

61 Top Comments

981



Like · Comment · Share

Chip MacAlpine and 1,320 others like this.

Write a comment...

Kasia Seymore Now, That's one of the best photos I've seen!!!!  
Like · Reply · 2 · March 7 at 4:05pm

Patagonia There's something really special about it, isn't there?  
Like · March 10 at 2:29pm

Write a reply...

Tammy Tsinny Glenna Nez me and my baby  
Like · Reply · 1 · March 7 at 2:48pm

View 28 more comments

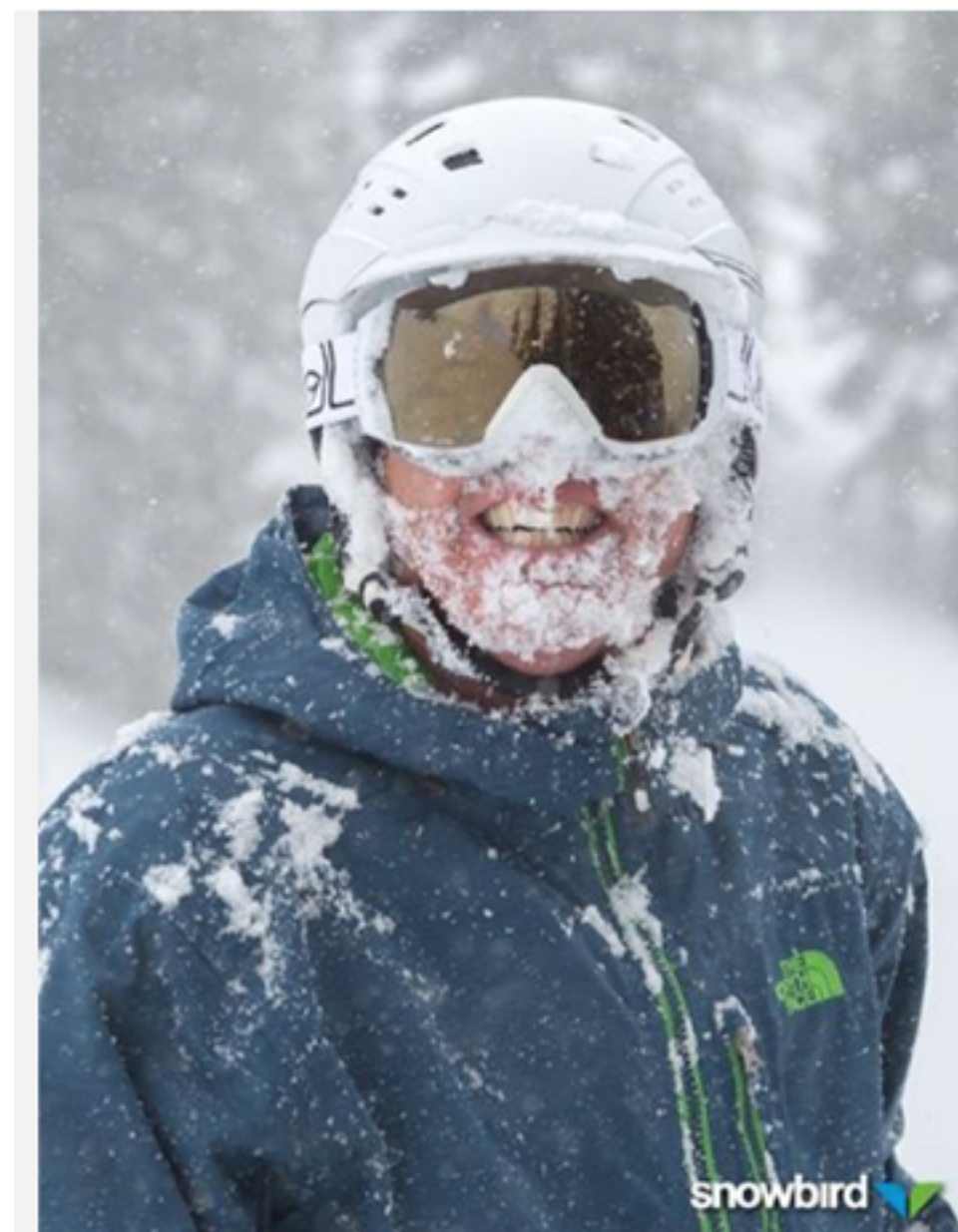
77 Top Comments

1,320





Pure awesomeness at Snowbird today! This week's storms have pushed our mid-mountain snow depth over 88". That's one of the deepest bases in North America! — with Rick May.

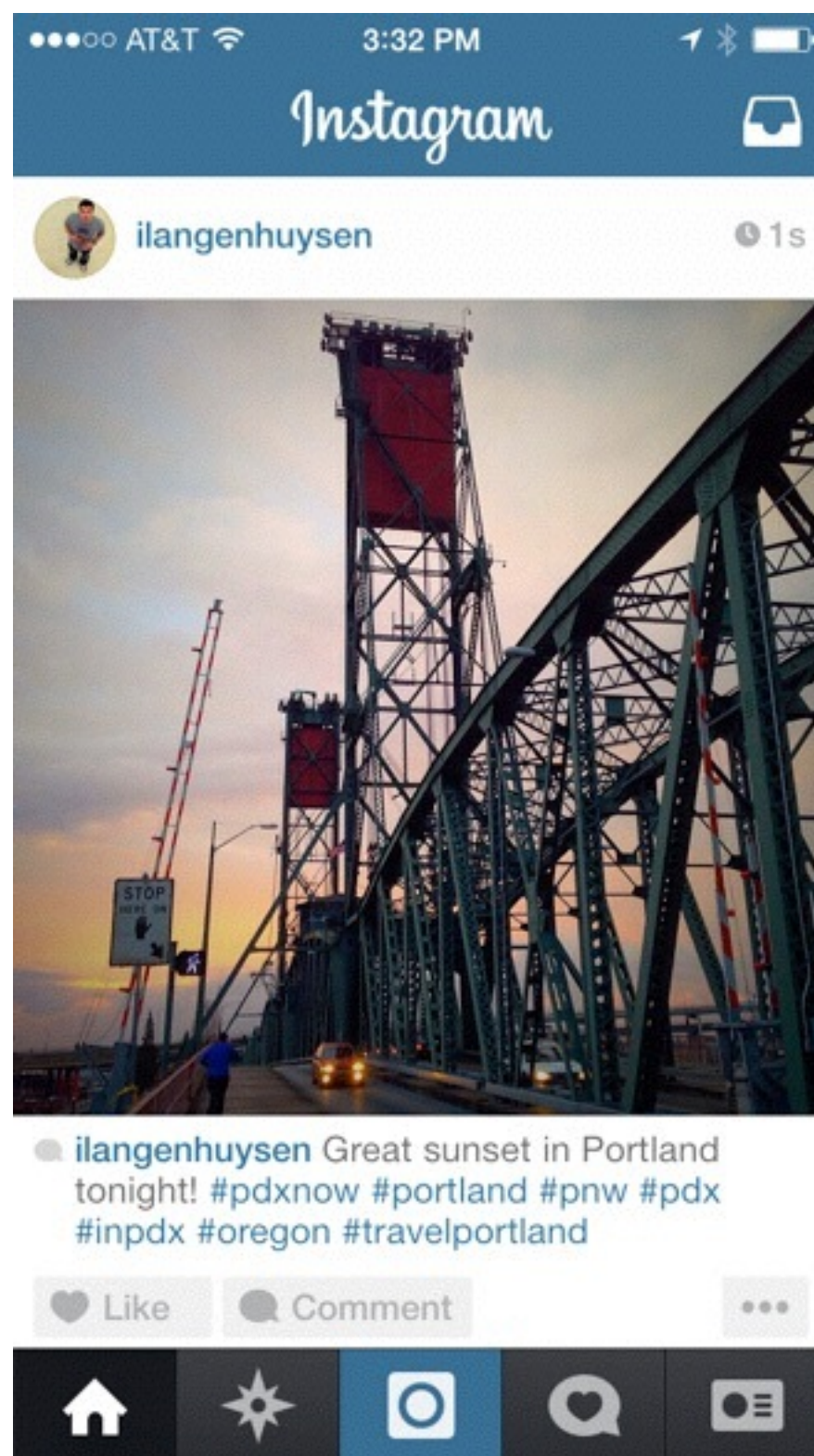
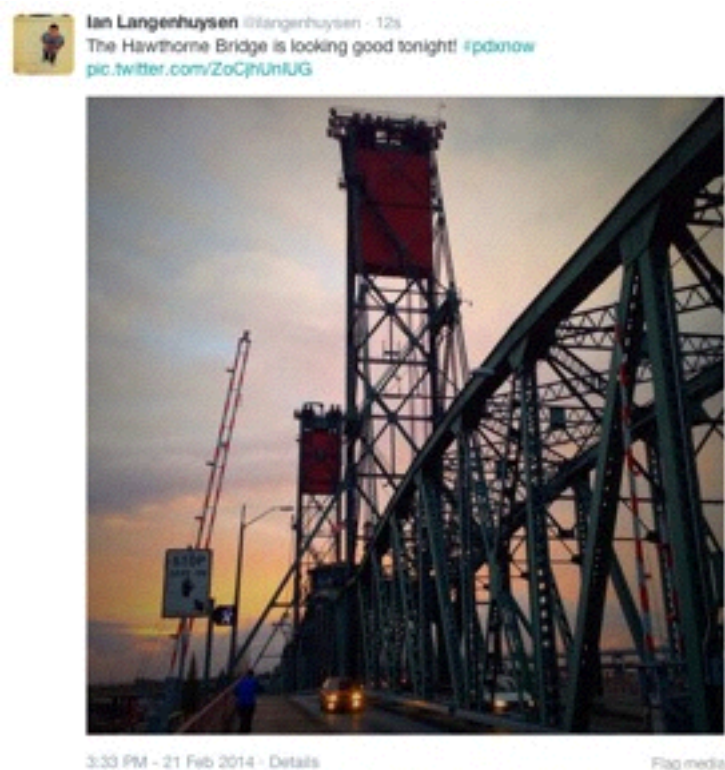


Like - Comment - Share

836 24 61



# Same but different





# HOW ARE YOU MAKING IT?



# STEP 1: HEAVY LIFTING



1

Staff

2

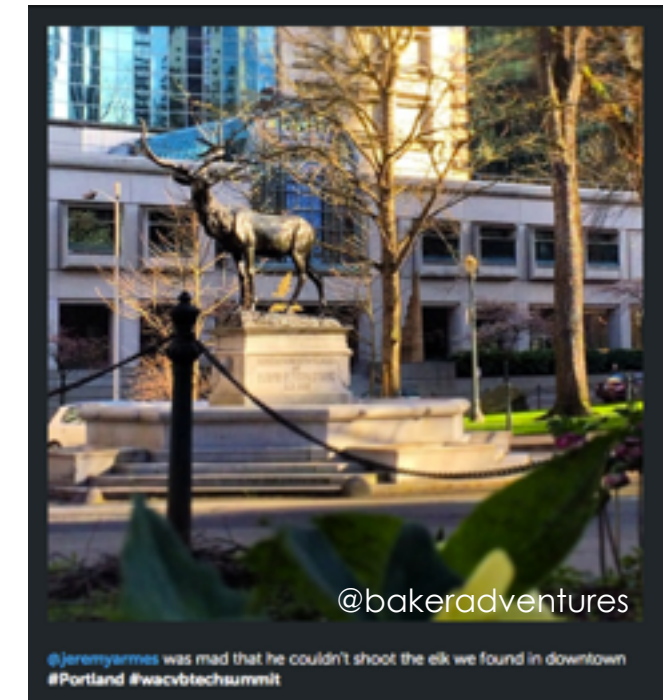
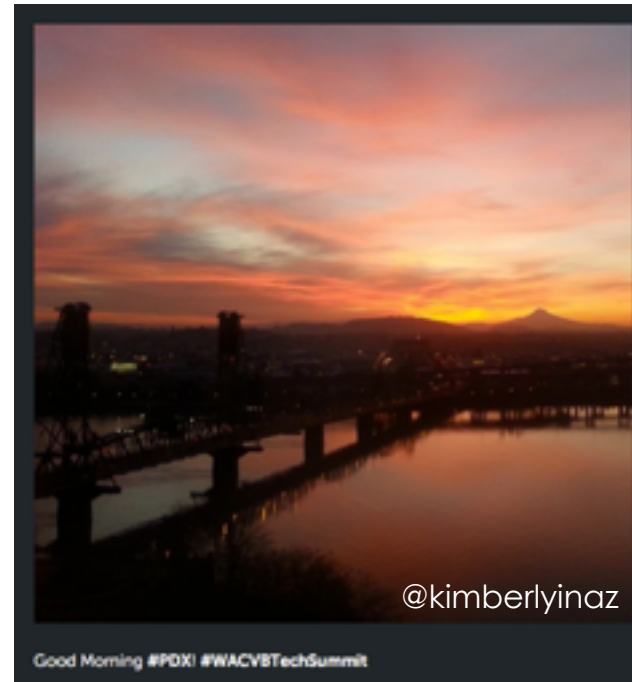
Membership & Partners

3

Social Community

4

Real people, locals





Thanks...



**BAR J WRANGLERS**

**Cowboy Christmas Show**

**Saturday Dec. 7th - 7:00 pm**

**Woods Cross High School**

**Reserved Seating \$25 • General Admission \$20**

*Tickets Available at:*  
**bountifulutah.gov**

**Bountiful City Offices**  
790 S. 100 E.  
801-298-6100

**Dieta**  
84 W. Parrish Lane  
Centerville  
801-292-1431

**2280 S. Orchard Dr.**  
801-292-1432

**bountifulutah.gov**  
EZTicket.com  
Your Ticket Partner

**Wings**  
3371 S. Orchard Dr.  
801-292-0178

**THE AMERICAN COWBOY**  
1450 W 400 N  
West Bountiful  
801-295-7433

**Sponsored By:**  
**COUNTRY BOWLING**  
**THE AMERICAN COWBOY**

Our SWIRL wine tasting series is back this month and better than ever! Sip on amazing wines with us at Sea Glass at on March 20th. <http://Ez.com/AtlantisEvents>



**Swirl**  
TASTING SERIES

*The informal yet informative wine tasting series that epitomizes a good time.*

*Enjoy an evening of fine hors d'oeuvres,  
an abundance of wine and delightful music.*

**Thursday, March 20, 2014**  
7:00PM - 9:00PM • Seaglass, The Cove

**\$40** per person  
(incl. gratuity)

PLEASE NOTE: CASH OR ROOM CHARGE ONLY.  
TO RESERVE A SPACE CALL 363.3000 AND ASK FOR RESTAURANT RESERVATIONS.

**WINE SELECTION**

**CAYMUS** **CONUNDRUM** **Wagner** **MERSTADT** **MEIOMI**

Like · Comment · Share

65 people like this.



...but no thanks.

It's the end of Summer! (on the calendar, anyway.)

Couldn't get out of town this weekend? Bring your family to Lagoon with these fantastic deals!!!



**Summer's Last Blast with**

There's still time to have **FUN** before school starts! Visit **LAGOON** and **SAVE** on **SINGLE DAY PASSPORTS** with these coupons. Enjoy all the **RIDES, LAGOON A BEACH, PIONEER VILLAGE** and **ENTERTAINMENT** that **LAGOON** has to offer!

**AUGUST 31, SEPTEMBER 1 OR 2, 2013!**

**THE MORE YOU BUY – THE MORE YOU'LL SAVE!**

**GOOD FOR ONE DAY ONLY. PLEASE REDEEM THIS COUPON AT ANY LAGOON TICKET WINDOW OR PURCHASE TICKET ON-LINE.**

BUY 2 OR 3	BUY 4 OR 5	BUY 6 TO 12
<b>SINGLE DAY PASSPORTS FOR \$40.95* + TAX, EACH</b>	<b>SINGLE DAY PASSPORTS FOR \$34.00* + TAX, EACH</b>	<b>SINGLE DAY PASSPORTS FOR \$31.00* + TAX, EACH</b>
Valid for 2 to 3 people only. Prices are per person. Valid August 31, September 1 and 2, 2013 only. Not valid with any other offer. One transaction per coupon. Must purchase minimum of two (2) Single Day Passports to receive discount price per transaction. Coupon void if altered.	Valid for 4 to 5 people only. Prices are per person. Valid August 31, September 1 and 2, 2013 only. Not valid with any other offer. One transaction per coupon. Must purchase minimum of four (4) Single Day Passports to receive discount price per transaction. Coupon void if altered.	Valid for 6 to 12 people only. Prices are per person. Valid August 31, September 1 and 2, 2013 only. Not valid with any other offer. One transaction per coupon. Must purchase minimum of six (6) Single Day Passports to receive discount price per transaction. Coupon void if altered.

**DON'T FORGET TO VALIDATE YOUR PASSPORTS TO BOUNCEBACK! RETURN TO LAGOON EITHER SEPT. 1, 2, 7, 8, 14 OR 15, FOR \$11.00 + TAX.** Some restrictions apply. See Validation Booth for additional information.

\*Coupon valid on the specified number of Single Day Passports listed on the coupon. Regular price is \$45.95 + tax. Price is per person. Valid August 31, September 1 and 2, 2013. Not valid with any other offer. Coupon void if altered. X-Venture Zone attractions are not included with Single Day Passport.

ON-LINE PROMO CODE = LASTBLAST13  
www.lagoonpark.com/tickets

Here is a GREAT promotion from a couple of GREAT hotels. Get a room any day of the week, from the **Holiday Inn Express Layton I-15** and **Layton Hampton Inn** for only \$79 a night through Jan 5th!



**Happy Holidays!**  
From your friends at the Layton Hampton Inn and Holiday Inn Express

Get friends or family coming for the holidays? Need a little weekend get away? Carls shopping trip? Let us make life a little easier this Holiday Season.  
Free hot breakfast, good to hot tub and a good night's rest.  
Our Holiday Rate is just \$79  
Good through January 5  
801.775-4800 801.775-5775

**ONLY \$79 A NIGHT!**  **tripadvisor**  
TripAdvisor guests rate these two hotels as the best in Layton. You will too!

**Hampton Inn Salt Lake City / Layton**  
Special Offer Book Early and Save  
#1 of 11 hotels in Layton  
4.5/5 154 reviews  
"Extremely convenient, huge room" 11/20/2013  
"Love this place" 11/15/2013  
Professional photos | Traveler photos (14) | Map

**Holiday Inn Express Layton I-15**  
Special Offer Save on Hotel Packages!  
#3 of 11 hotels in Layton  
4.5/5 67 reviews  
"Manager Special!!" 10/23/2013  
"Awesome stay" 10/10/2013  
Professional photos | Photos (30) | Map

Like · Comment · Share  1





## Cape Town Festival of Beer

Public - By Visit South Africa

Events Join Maybe

Going (54)

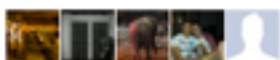


Recent guests (20+ new)

Maybe (15)



Invited (73)



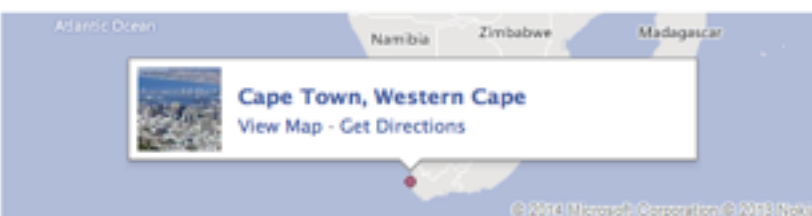
Export

Friday, November 22, 2013

What time?

Cape Town Festival of Beer, the largest festival of beer in the Southern Hemisphere, is around the corner again! The Festival is set for the 22nd, 23th and 24th of November at Hamilton's Rugby Club in Green Point, Cape Town (next to the V & A Waterfront). This year's event is bringing even more beer to the table than ever before.

<http://capetownfestivalofbeer.co.za/>



## Cape Town Tens

Public - By Visit South Africa

Events Join Maybe

Going (24)



Recent guests (20+ new)

Maybe (5)



Invited (47)

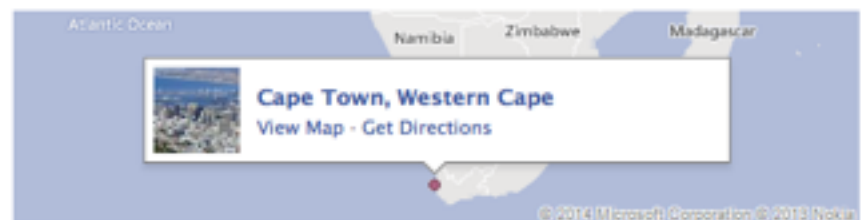


Friday, February 7, 2014

What time?

Cape Town Tens is the world's biggest rugby tens tournament, and Africa's greatest rugby party. A two day festival of sport, music, blue skies, beautiful people and one big party!

<http://www.capetowntens.com/>



If partners are going to send you content, train them for what you want sent.

1. How to take better photos
2. Social menu for partners - what will do you? Provide resources for them (social handles, branded hashtags, etc.)
3. Asset request, GREAT! We're happy to help, but send us something worth sharing.

Also, remember YOU are the curator. You get to pick what you share and where you share it.



### PDX Tweeps

A public list by PDX Talk

MEMBERS 492 SUBSCRIBERS 31


Unsubscribe from list


Tweets >


List members >


List subscribers >

Recently added members · View all


**Northwest Flavors** @NWFlavors  
Follow


**SW Portland Post** @SWPort...  
Follow


**Simple Kitchen Missy** @Si...  
Follow


**TrueVIP** @True\_VIP  
Follow


List members


**Northwest Flavors** @NWFlavors  
We provide gift baskets that showcase NW artisan products and flavors. Shop online. We create custom gifts as well! info@northwestflavors.com

**SW Portland Post** @SWPortlandPost  
Southwest Portland, Oregon's independent neighborhood newspaper since 1992.

**Simple Kitchen Missy** @SimpleKitchenMM  
Simple Kitchen with Missy Maki airs at 9:00AM Sundays on AM 860! Come listen to Missy talk about food, cooking food, foodies, and being food-fabulous in PDX!

**TrueVIP** @True\_VIP  
Its that Experience here at TrueVIP and the standards set, that allow us to treat all our clients like the TrueVIP celebrities that they are.

**Soul River Got SWAG** @SR\_RunsDeep  
Inspired by a mix of art, design, fashion, humanity and fly fishing. Soul River is an all-new outdoor lifestyle brand where urban meets outdoors.

**cleanfreaksnorthwest** @\_cleanfreaks  
Let Clean Freaks clean you gutters, or clean your windows in West Linn, Lake Oswego, Portland or where ever you may need window cleaning or gutter cleaning.

## Alerts

Search query:

Result type:

Everything

How often:

Once a day

How many:

Only the best results


Deliver to:

katreese@gmail.com

CREATE ALERT


Manage your alerts

raerays




♥ 17 💬 5

lindfreeco




♥ 12 💬 0

tempency2014



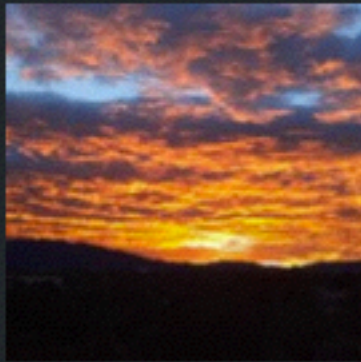
♥ 3 💬 0

melissabuisan



♥ 103 💬 2

cynthiadelgado393



♥ 5 💬 0



## Productivity Tools





# STEP 2: FINE TUNING



When Your Fans Are Online

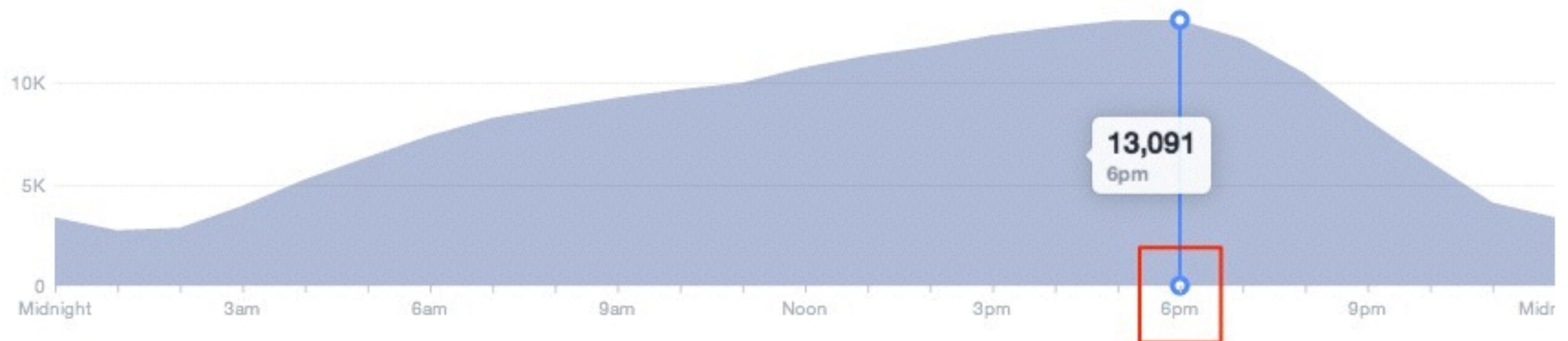
Post Types

Data shown for a recent 1-week period. Times of day are shown in your computer's local timezone.

## DAYS



## TIMES



# INSIGHTS -> POSTS

Event / holiday / promotion

2

3 Platform

Content theme

4

1

Date

Date	Events	Facebook	Twitter	Instagram	Pinterest	Google+	Youtube	
Date								
			content					
Date	Event 1	content	content	content		content	content	
Date								
Date			content					
			content					
Date								
Date	Event 2	content	content	content				
Date			content					
			content		content	content		
		content	content	content				
Date								
			content					
Date	Event 3	content	content	content		content	content	
		content	content		content	content		
			content					
			content					
Date	Event 4	content	content	content		content	content	
		content	content		content	content		
Date			content					

5 Content description / image needed

CONTENT CALENDAR / SHOT LIST



# Create timely events



**JCPenney** @jcpenney  
Oops...Sorry for the typos. We were #TweetingWithMittens. Wasn't it supposed to be colder? Enjoy the game! #GoTeamUSA  
4:57 PM - 2 Feb 2014  
3,820 RETWEETS 2,175 FAVORITES

**JCPenney** @jcpenney  
Toughdown Seadawks!! Is sSeattle going toa runaway wit h this???

**Doritos** @Doritos

Slow down, @jcpenney. Have some #Doritos.

4:43 PM - 2 Feb 2014

1,446 RETWEETS 970 FAVORITES

**Ad Age** 83 Ad Age @adage · Feb 2  
Was @JCPenney Twitter hacked or is their tweeter drunk?  
Details

**Farnoosh Torabi** @FARNOOSH · Feb 2  
@adage @jcpenney i think they're typing w mittens on.  
Details

**JCPenney** @jcpenney

@FARNOOSH We're mitten with you!  
Please send us a DM and we will  
send you a pair!  
#TweetingWithMittens



....?



Source: Flickr Creative Commons



# UP AND RUNNING?

1

Are people sharing?

2

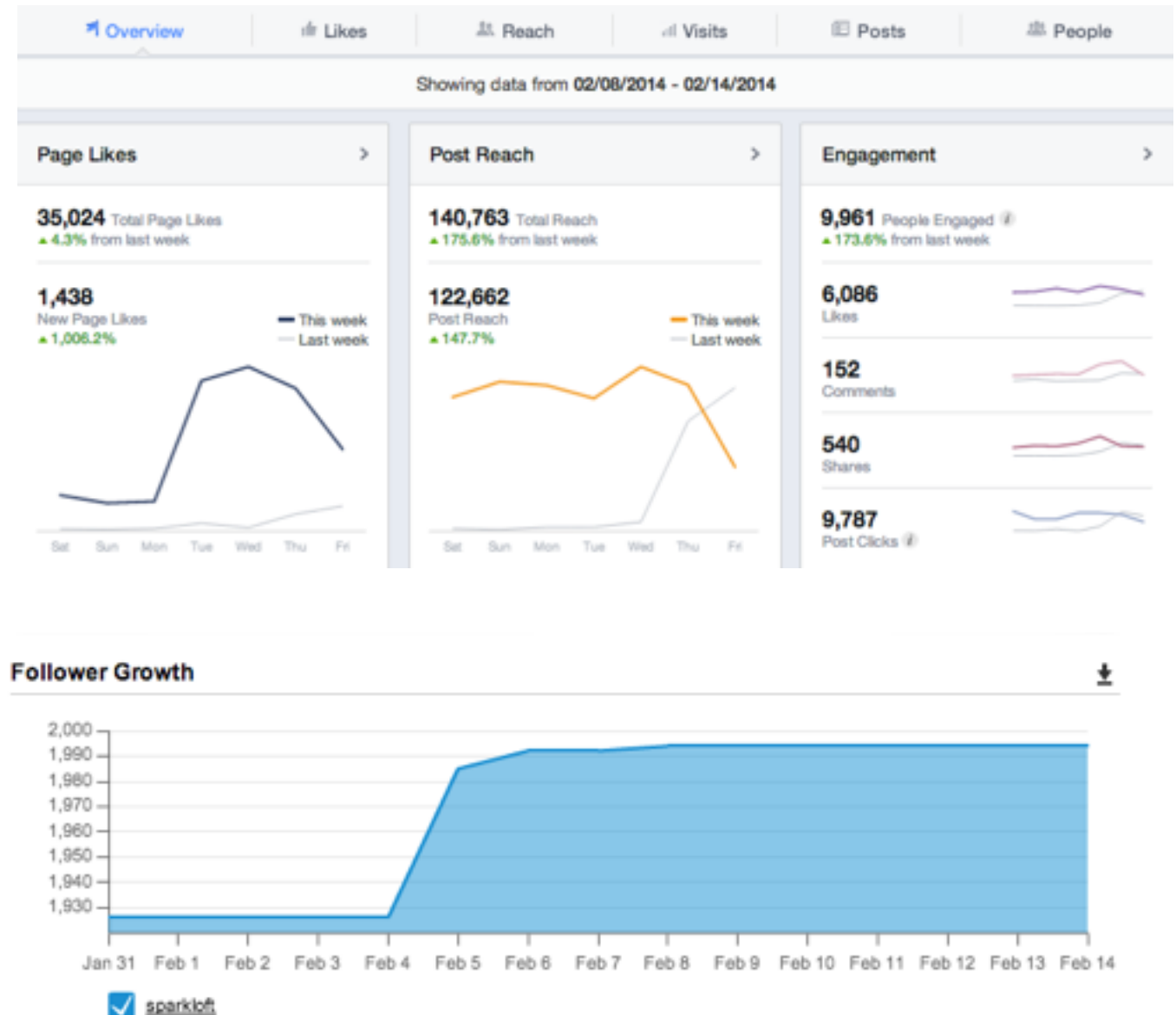
Are people engaging?

3

Are your posts getting the right number of impressions?

4

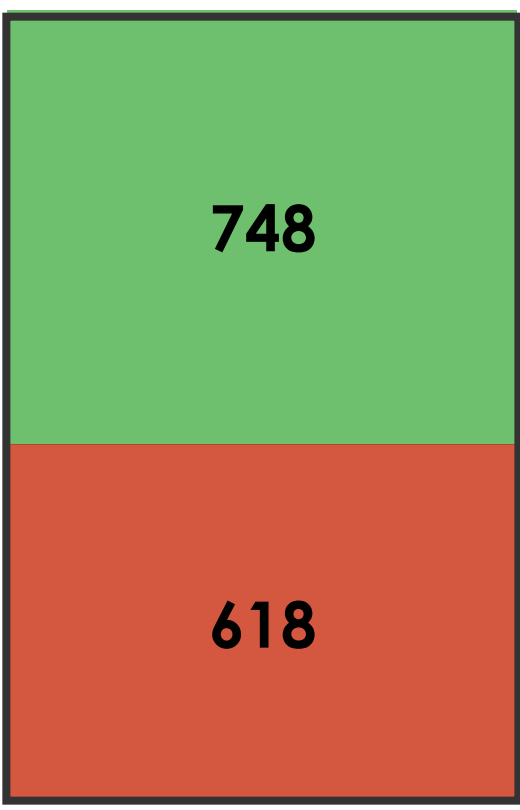
Is your follower or like count growing monthly?



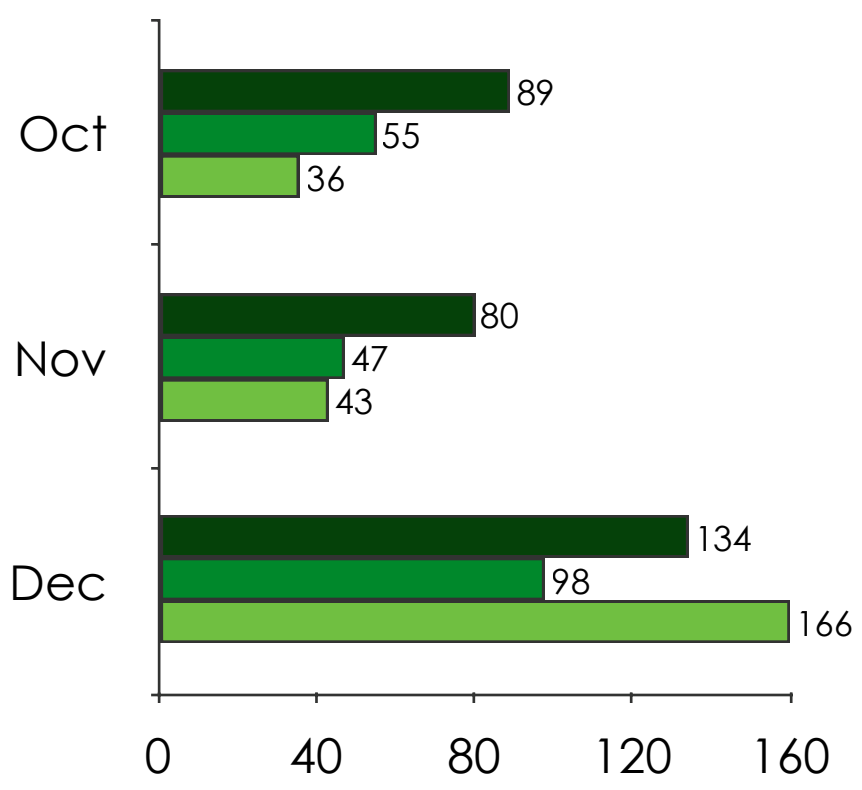




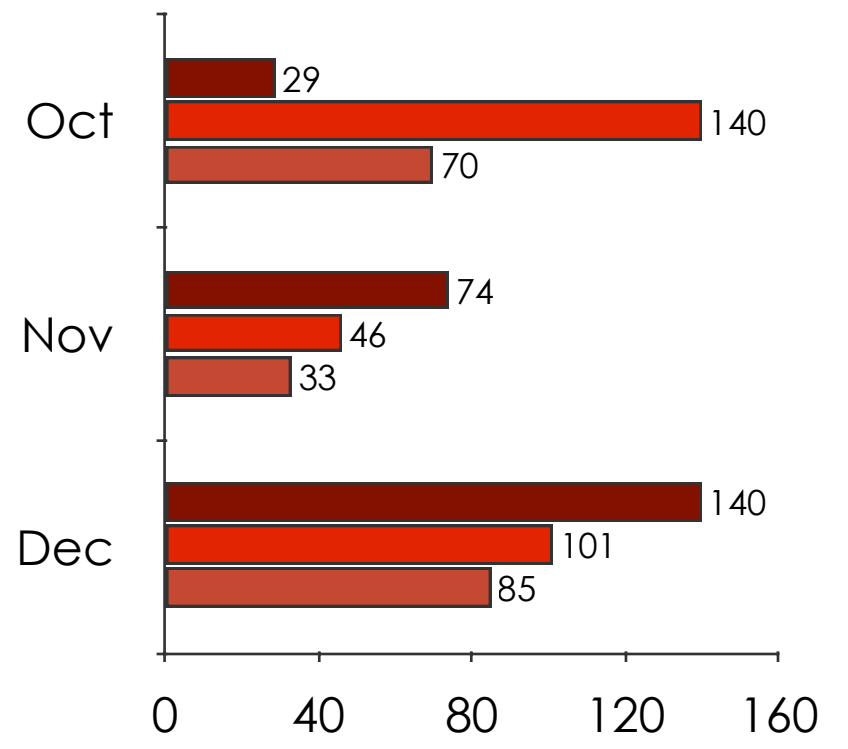
Total Sentiment



- 1. Outdoor themes
- 2. Culinary themes
- 3. Praise for promotion



- 1. Website issues
- 2. Events
- 3. Lack of deals



- 1 Manufacture the pieces
- 2 Put them all together
- 3 Test
- 4 Innovate
- 5 Repeat





# LET'S MAKE A BLUEPRINT

# DEFINE YOUR BRAND

## 1. WHAT'S YOUR BRAND'S STORY?

### WHY IS IT IMPORTANT?

By first establishing what your story is and how it's defined, you are able to determine how your content helps tell this story and make sure it stays true to your brand.

## 2. WHO'S YOUR AUDIENCE?

### WHY IS IT IMPORTANT?

You could create the best content in the world, but if it doesn't align with your target audience, it doesn't matter. Ask yourself: Why would they care and why would they share?

## 3. WHAT DO YOU WANT YOUR CONTENT TO SPEAK TO?

### WHY IS IT IMPORTANT?

Defining this is essential in keeping yourself in check when creating and posting content. Knowing what you want to speak to will help you avoid getting off topic.

## 4. HOW WOULD YOU DESCRIBE YOUR BRAND'S VOICE?

### WHY IS IT IMPORTANT?

Whether your brand voice hints at a promise of luxury or speaks in a conversational tone, make sure you understand what your voice is and stick to it when both sharing and responding.

## 5. HOW IS YOUR BRAND'S LOOK REFLECTED IN SHARED IMAGES?

### WHY IS IT IMPORTANT?

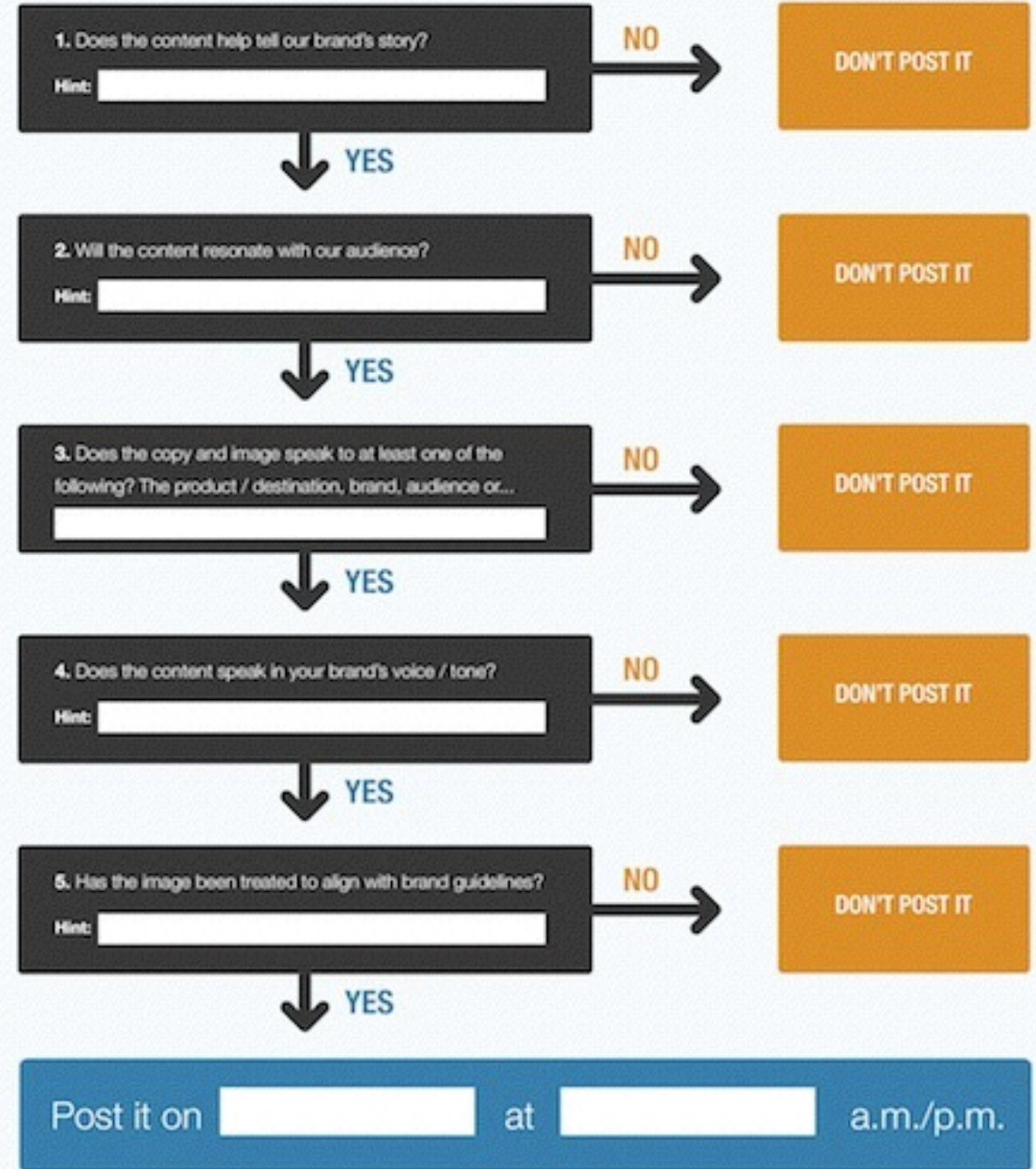
Clearly defining your brand's look will help you stay consistent across platforms and generate brand recognition among a sea of content.

## 6. WHEN DO YOU SHARE CONTENT?

### WHY IS IT IMPORTANT?

Utilize your page insights as well as testing out different posting times and days to see when your fan base is online and engaging with your content the most.

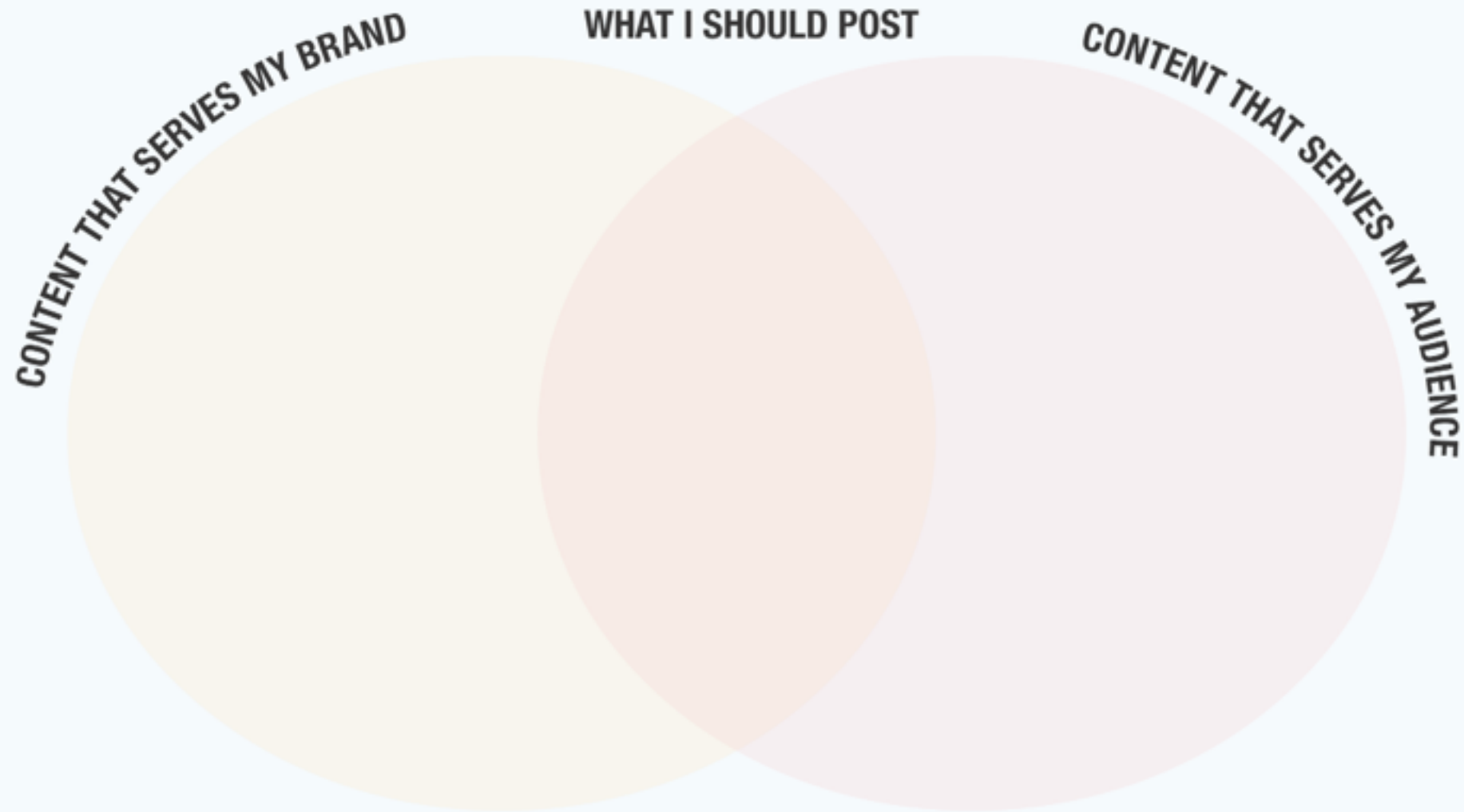
# CREATE YOUR PLAN





## THE MIDDLE GROUND

In the left circle, identify content that serves your brand. In the right circle, identify content that serves your audience. In the middle, identify the content that serves both you and your audiences.



Thank you!



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